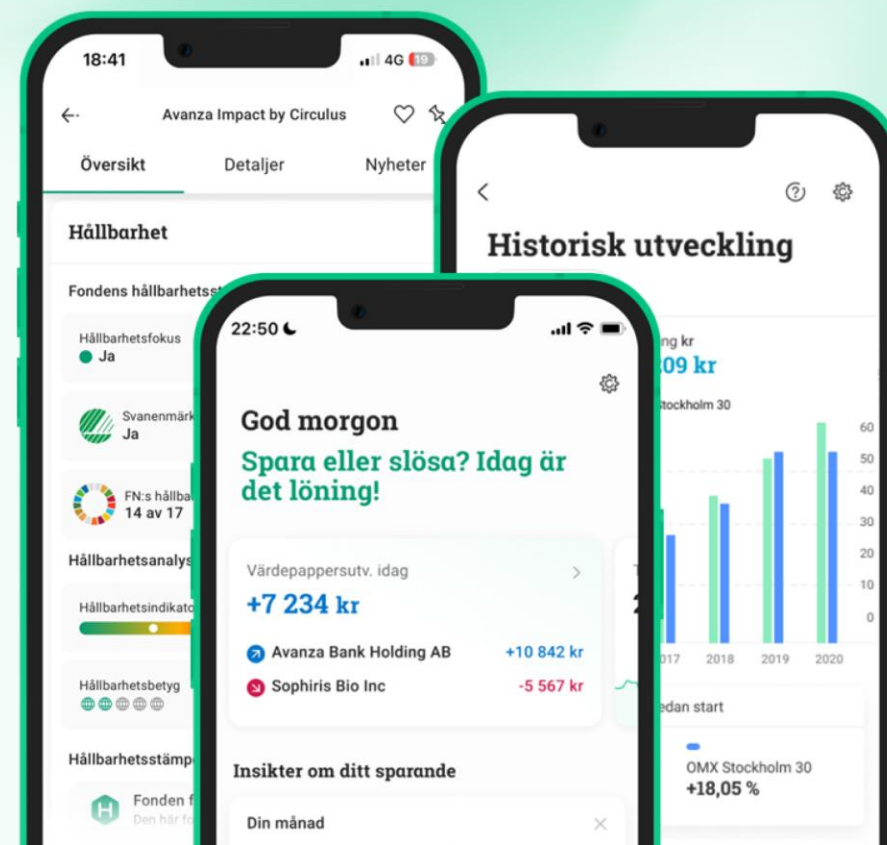
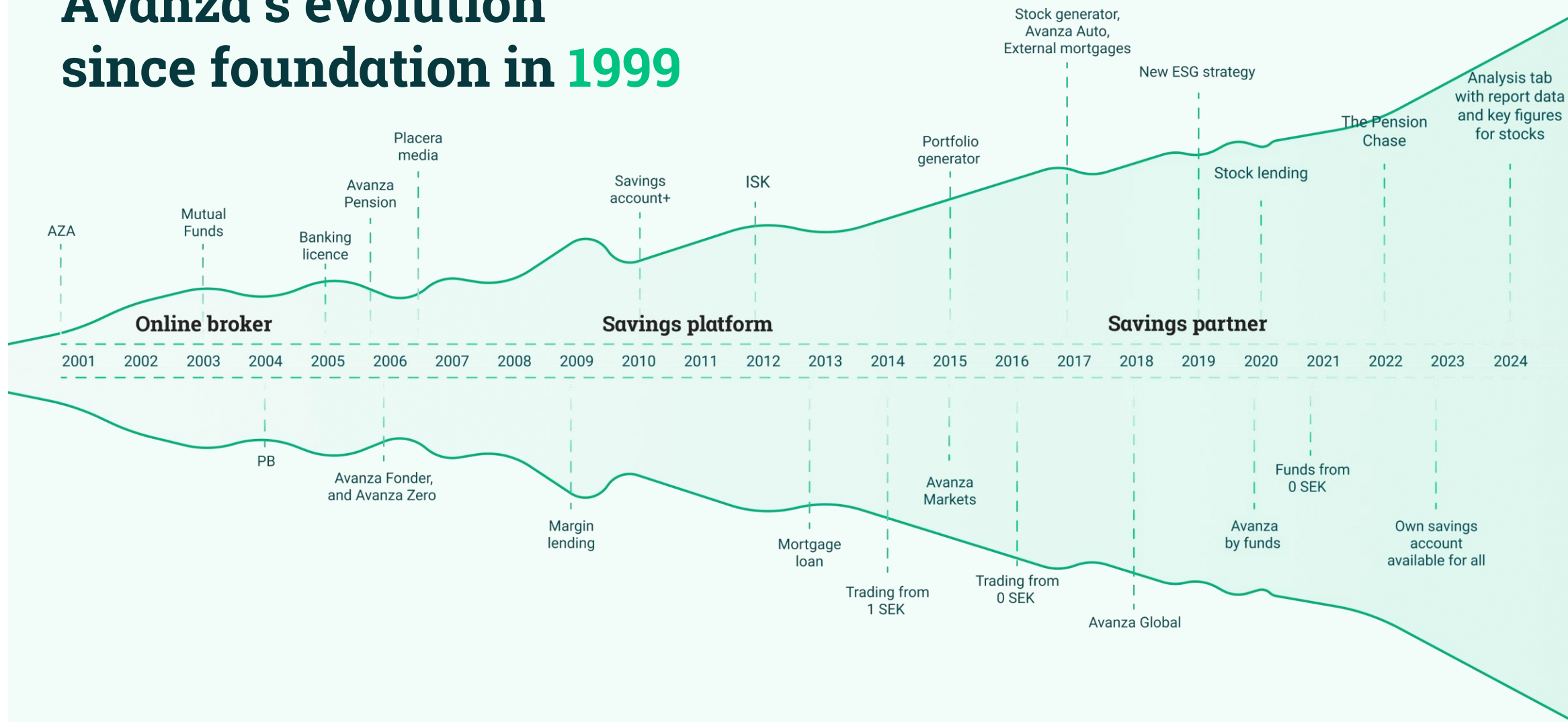
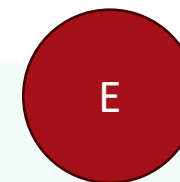


# Company presentation and investment story



# Avanza's evolution since foundation in 1999





# Sweden's **leading** platform for savings and investments



No. 1 long-term target is to have the  
most satisfied savings customers in Sweden –  
won for the last 15 consecutive years

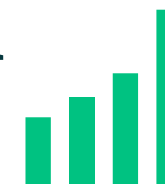
SQI, December 2024



**2,096,000**  
customers

31 January 2025

**SEK 1,009 bn**  
in savings  
capital



31 January 2025

**674**  
employees and  
eNPS of  
**59**

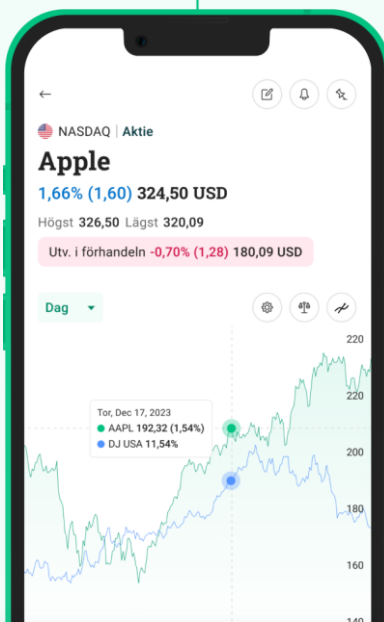
Yearly average 2024

**7.8%** market share of the  
Swedish savings market

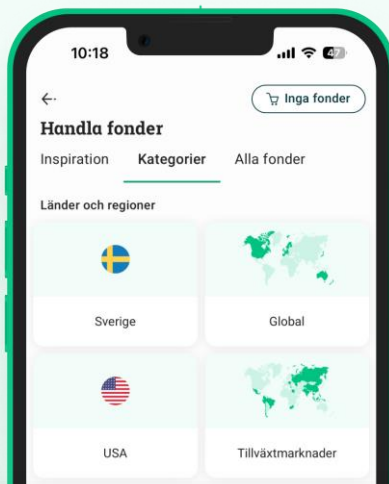
31 December 2024

# Over 80 000 investment opportunities, together with decision-making tools, inspiration and education

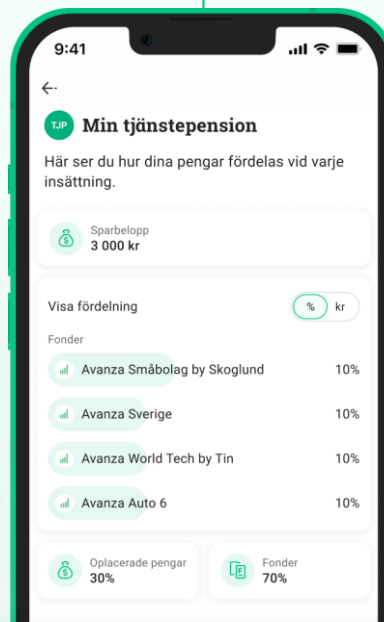
Equity trading



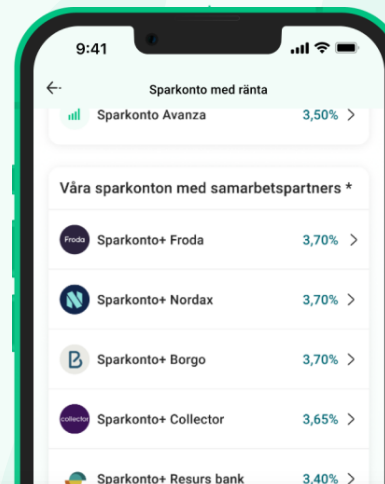
Mutual funds



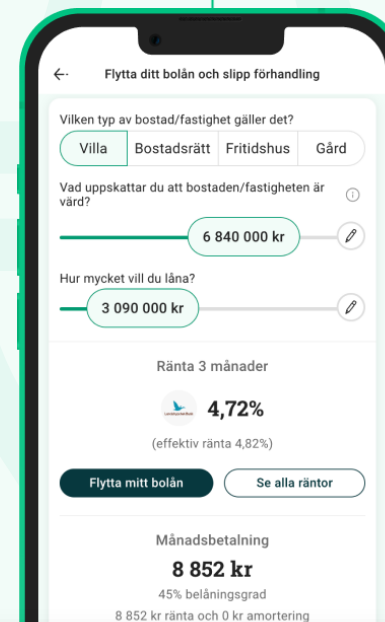
Retirement plans



Savings accounts

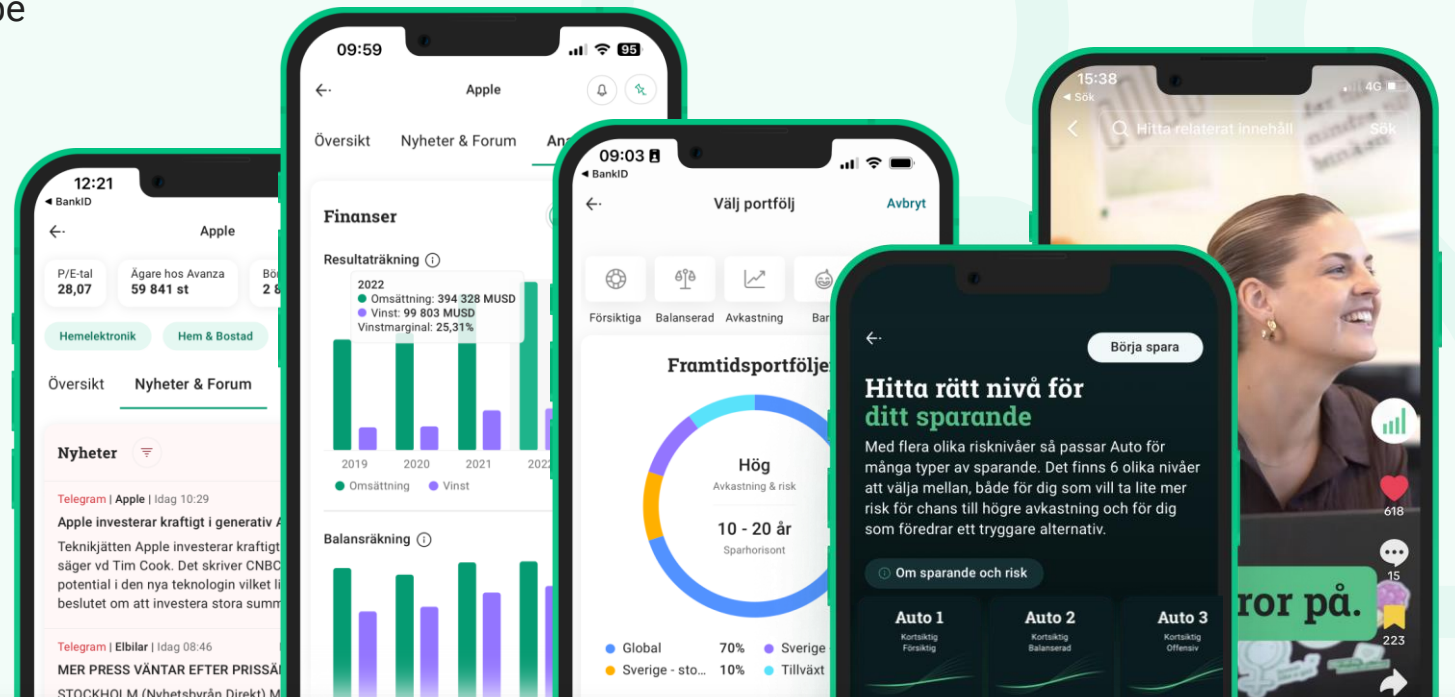


Mortgages and margin lending

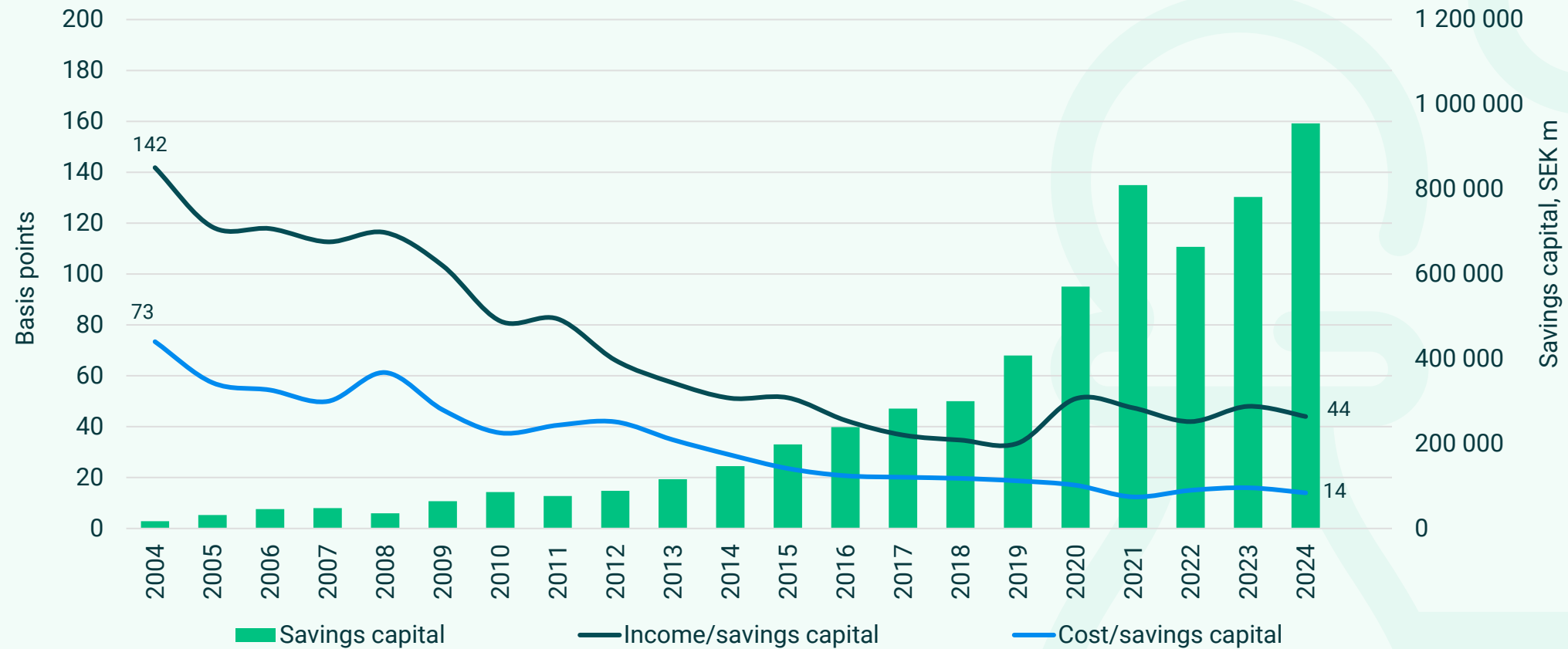


# We don't give advice, but **focus on decision-making tools**

- The Avanza Academy
- The Avanza blog, podcasts and YouTube
- Auto funds
- Portfolio generator
- Stock generator
- Independent news site Placera
- Analysis tools



# Business model **built on scale**



# Capital light, fee-based business model

2024	% of income
Net brokerage income	23
Fund commissions, net	19
Currency-related income, net	12
Net interest income (NII)	41
Other income, net <sup>1)</sup>	5

1) Mainly income from Avanza Markets, compensation for distribution and stock lending, but also advertising sales, subscriptions and customer's add-on services.

- Mainly fixed costs, ~60% staff related
- High scalability
- Self-finances through shareholders' equity and customer deposits
- High interest rate sensitivity
- Capital-efficient and low risk balance sheet

## Strong position and asset quality

Limited on balance sheet lending  
**SEK 23.9 bn**

31 December 2024



No realised credit losses  
for over 10 years

On balance sheet deposits  
**SEK 66.9 bn**

31 December 2024

**23.0%**

CET1 ratio

**5.0%**

Leverage ratio

31 December 2024

Solid financial position

**38%**

ROE

**58%**

Profit margin

January – December 2024

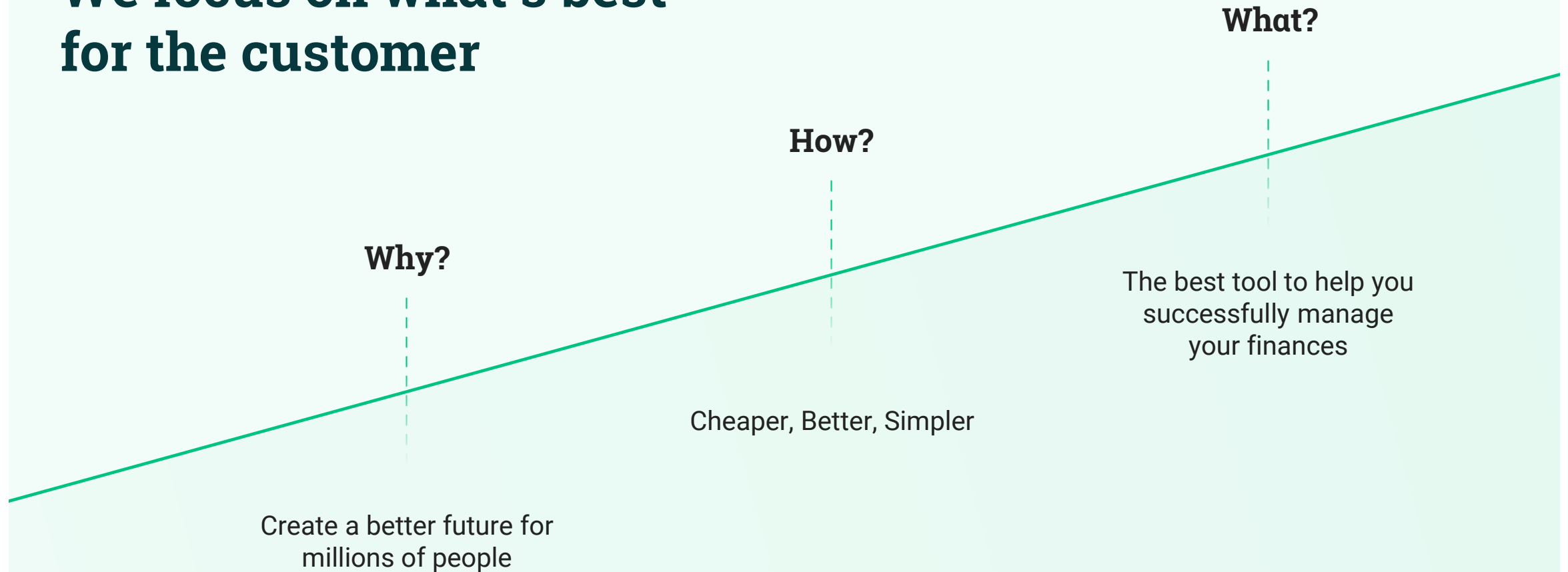
High platform  
availability

**99.9%**

January – December 2024

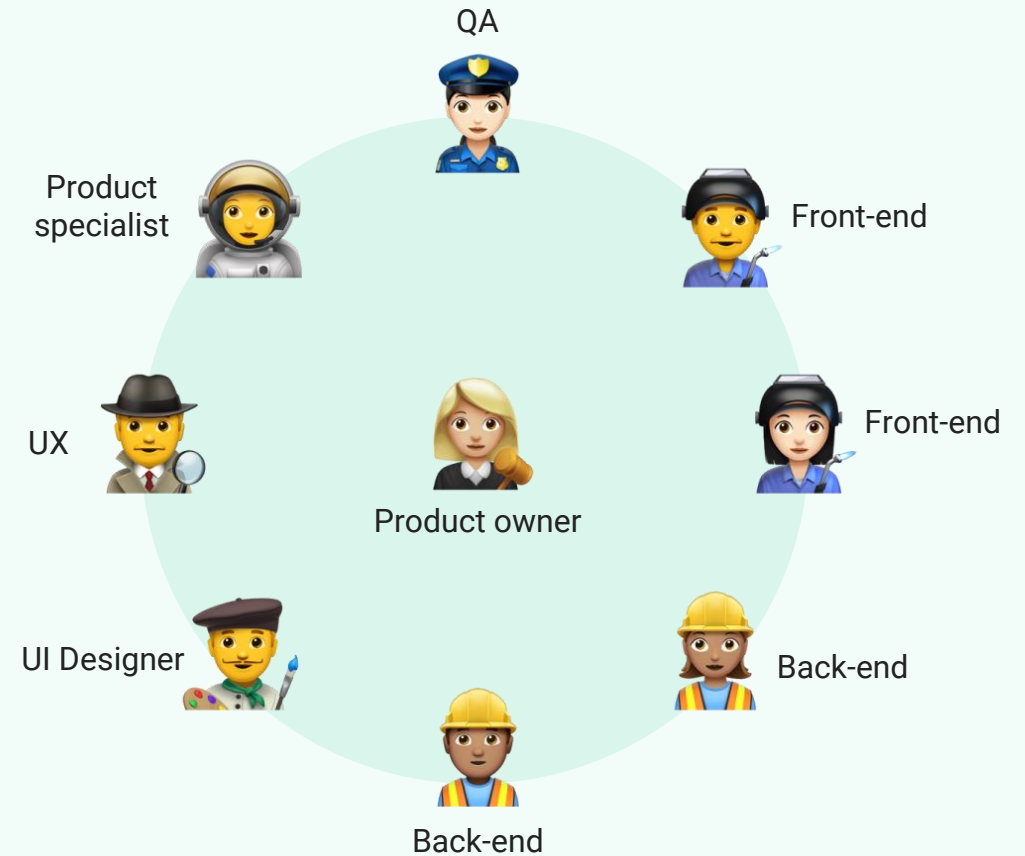


# We focus on what's best for the customer



# A typical Avanza product team is fully equipped to reach its mission

- Product teams are experts within their domain and have all necessary skills in product development
- The same team innovates, optimises and maintains their product throughout its life cycle
- The team works within a larger area to ensure alignment with overall customer journey, product strategy and goals



# We innovate together with our customers

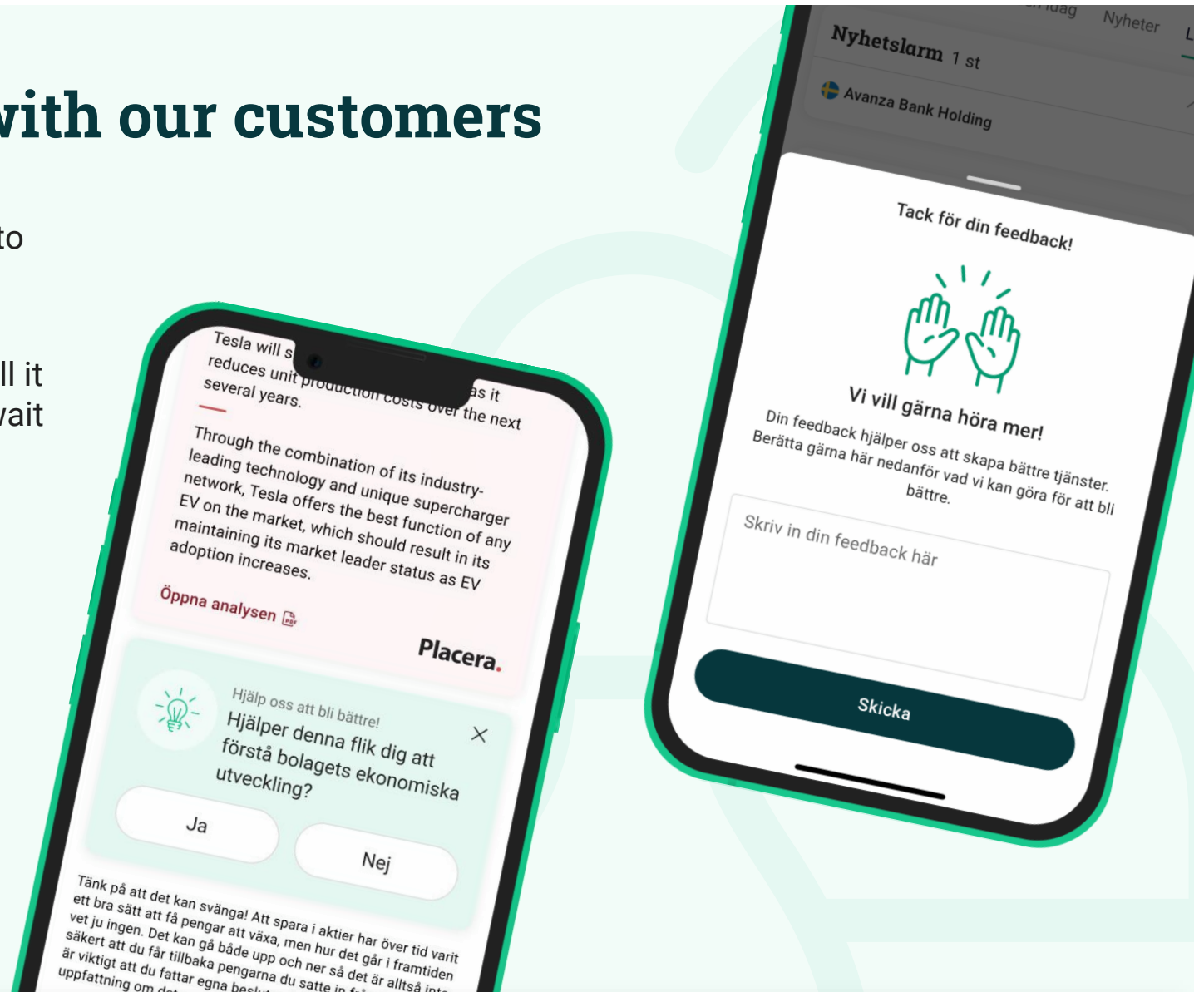
Customers can sign up for beta functionality to become test users of early releases of new features and provide feedback.

When we release a new feature, we initially roll it out only to a limited number of customers, await their feedback and make improvements accordingly, before releasing it broadly.

Our “feedback buddy” system also keeps our product teams close to the customers.

We work systematically with A/B testing, sharing insights between all product teams.

We also meet with hundreds of customers for interviews and user tests each year – and conduct surveys to understand our customers’ needs.



# World-class user experience

It is in our DNA to constantly make improvements for the benefit of our customers.

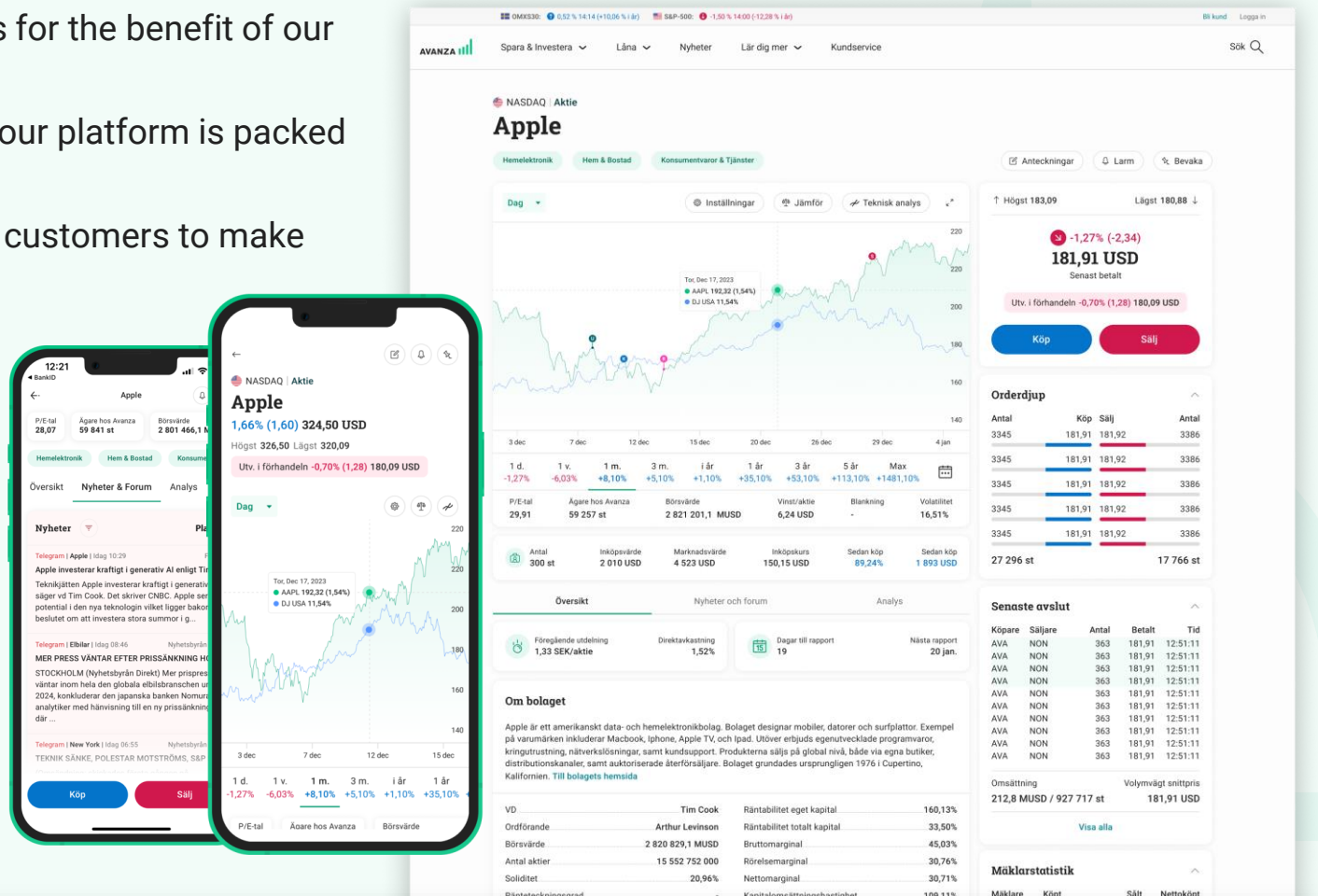
Our customer experience is extremely quick, and our platform is packed with real-time data.

The key is to create an experience empowers our customers to make informed investment decisions.

We collect customer data systematically – no one else in the industry has as much data and knowledge about retail savings and investments as Avanza.

We have a well-developed design system that allows us to maintain consistency in our product and roll out design changes within minutes.

During the past year, we have taken major steps to make our services accessible for customers with disabilities.



# A diversified customer base of over 2 million

*Our customers have different types of behaviours and needs – and our offering includes something for everyone*



## **Novice**

*Risk-averse, is not active and wants everything to run smoothly with minimal effort*



## **Save**

*Takes an interest in their economy, but needs some help and would like to learn more*



## **Invest**

*Very interested in savings and has a well thought out long-term strategy for their investments*



## **Trade**

*Professional trader, very active and makes both long- and short-term investments*



## **For fun**

*Sees investing as a hobby, makes decisions based on gut feeling or recommendations and hopes for "skyrockets"*

# A strong brand and a loyal customer base

**NPS**  
**59**



SQI, 2024

**Highest considered financial  
company in Sweden in  
Verian's yearly survey**



**Daily active users**  
**R12M ~ 412,000**

31 December 2024



Most satisfied savings customers in Sweden –  
won for the last 15 consecutive years

SQI, 2024

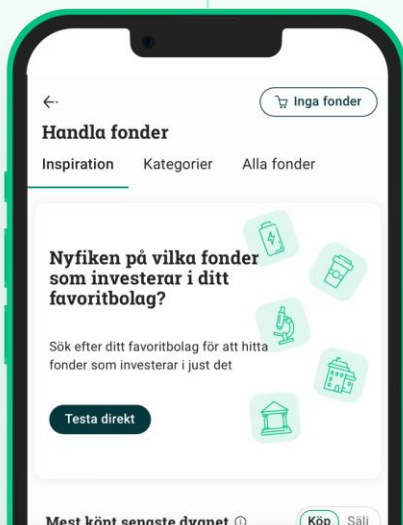
**Churn, %**  
**1.3**

31 December 2024

# Our superior customer experience, also makes us the perfect partner for product challengers

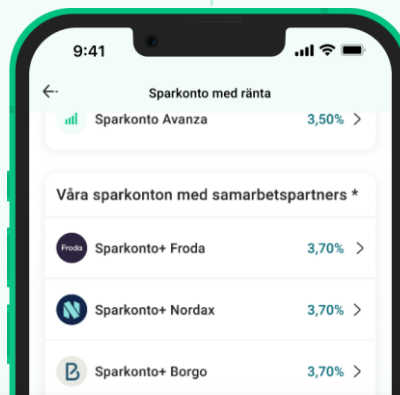
## Mutual fund platform

Over 1,300 external funds on the platform and exclusive cooperations for actively managed funds



## Third party savings

High yielding savings accounts with a number of partner banks



## Mortgages

Our partners deliver low interest mortgages through our interface



Morgan Stanley

## Exchange traded products

Exclusive exchange traded products with 0 brokerage fees



# Social, environmental and economic sustainability are reflected in what we do and who we are

## Sustainable organisation

Working actively to increase gender equality, diversity and employee engagement as well as tracking our climate impact and striving to reduce our ecological footprint – working towards net zero emissions.

## Educate & challenge

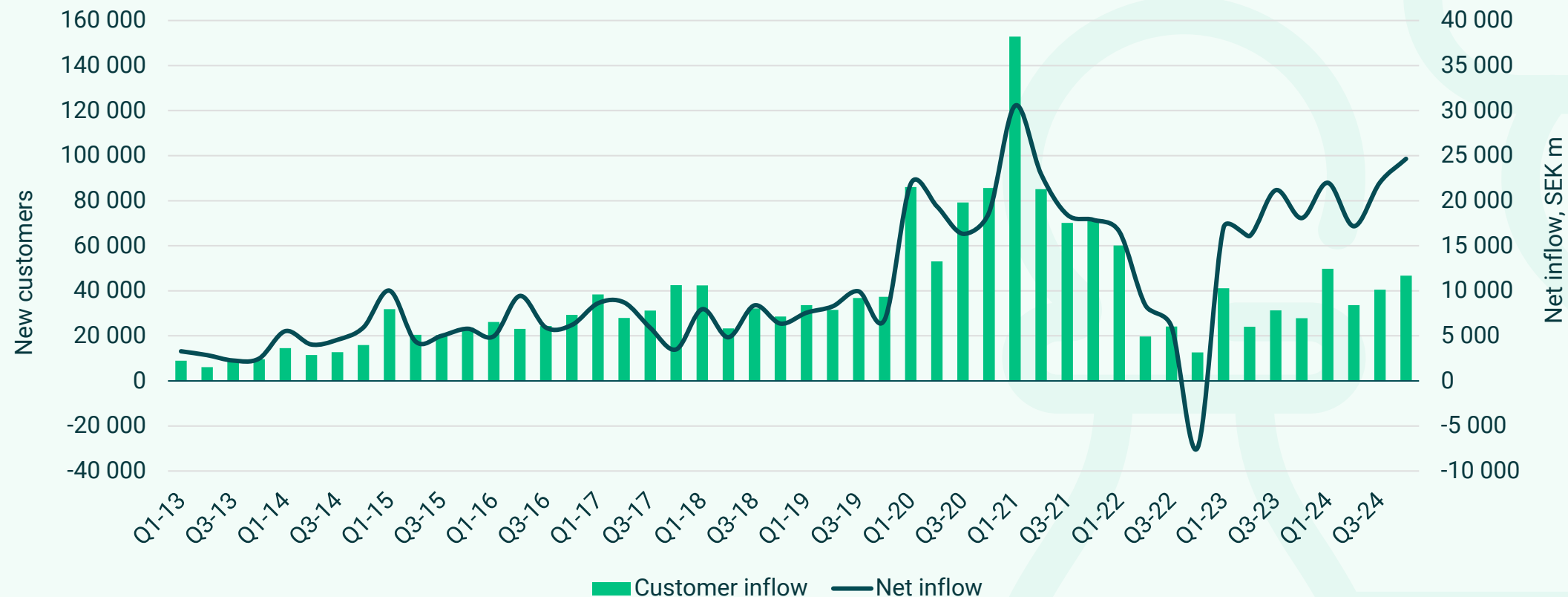
Working for improved financial literacy, more transparency in the finance industry and for increased gender equality in savings.

## Sustainable investments

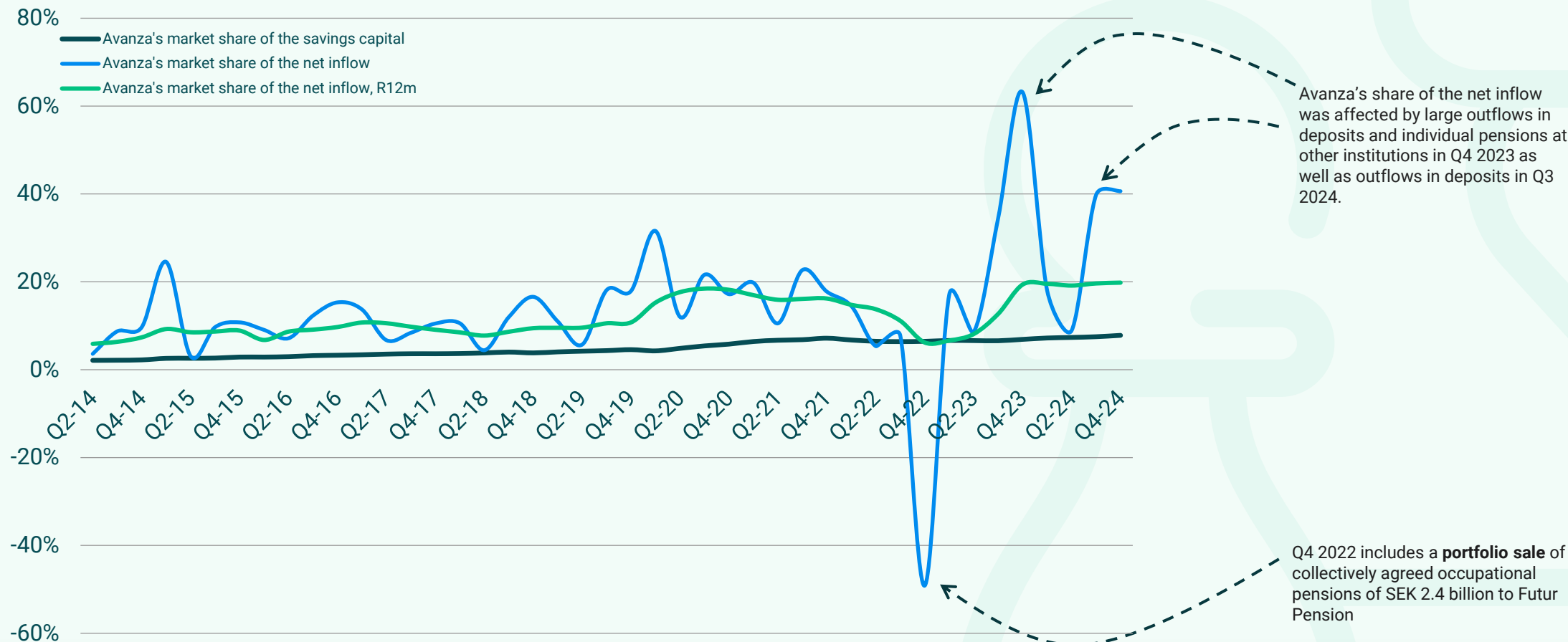
Offering sustainable alternatives and striving to make it easier for our customers to invest sustainably through concise information, decision support and education – while we do not offer investment advice.



# Customer growth drives net inflow



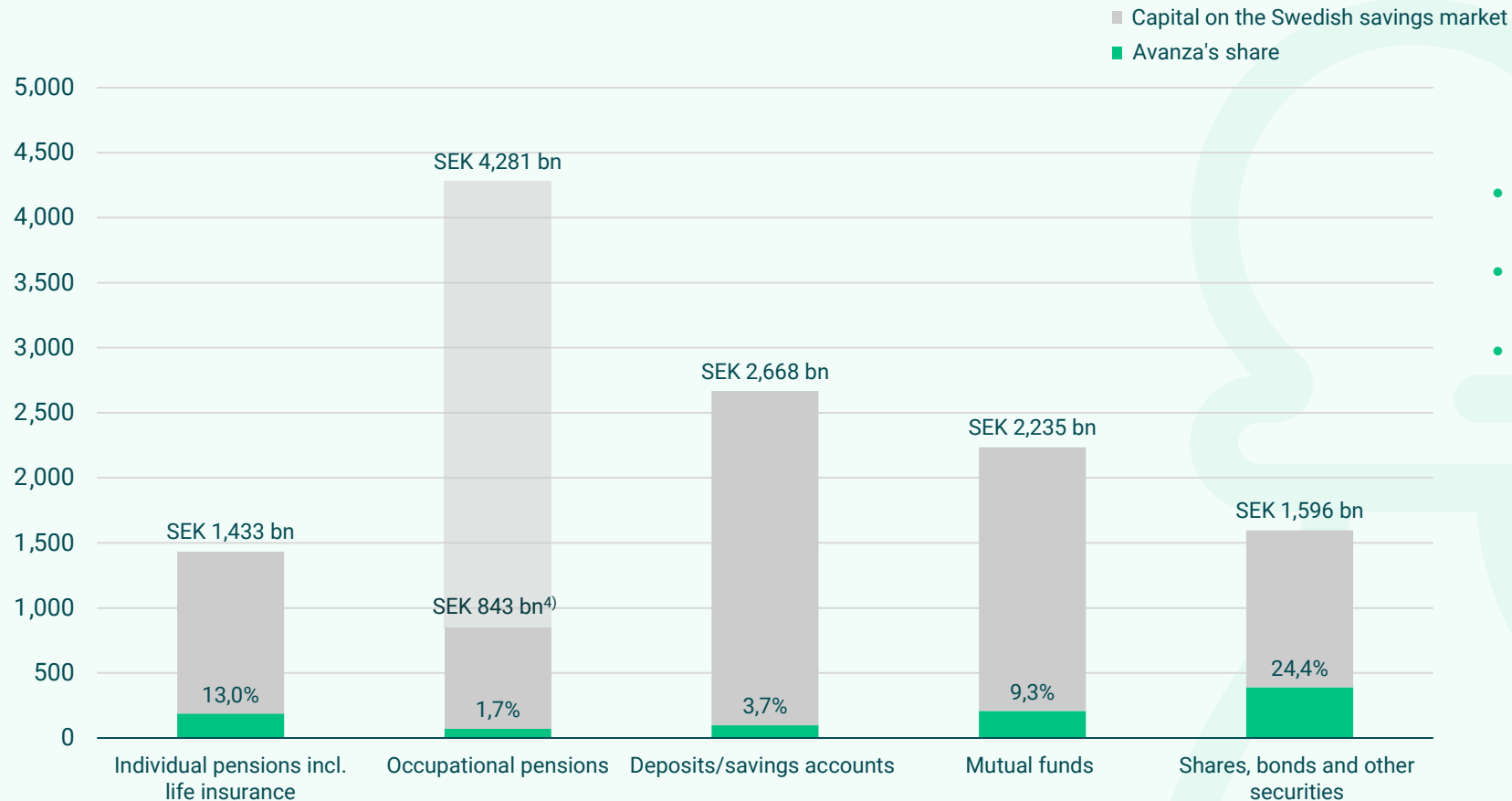
# Market share of 20% rolling 12M of net savings on the Swedish savings market<sup>1)</sup>



The net inflow to Avanza is seasonally higher in Q1 and lower in Q2. In Q2 this is due to dividends, tax refunds, higher pension premiums and partly annual payments to contractual pensions, which are not included in Avanza's customer offering.

<sup>1)</sup> SCB has revised the statistics for the entire time series in Q3 2024, with additional adjustments in Q4 2024. As a result, historical figures have been updated.

# Significant growth potential with a 7.8% market share<sup>1)</sup>



- The Swedish savings market: SEK 12,213 billion<sup>2)</sup>
- Annual market growth of on average 6% last ten years<sup>2)</sup>
- An estimated 70% of the Swedish population saves in funds<sup>3)</sup> and around 26% own shares<sup>4)</sup>

<sup>2)</sup> SCB data as of 31 December 2024

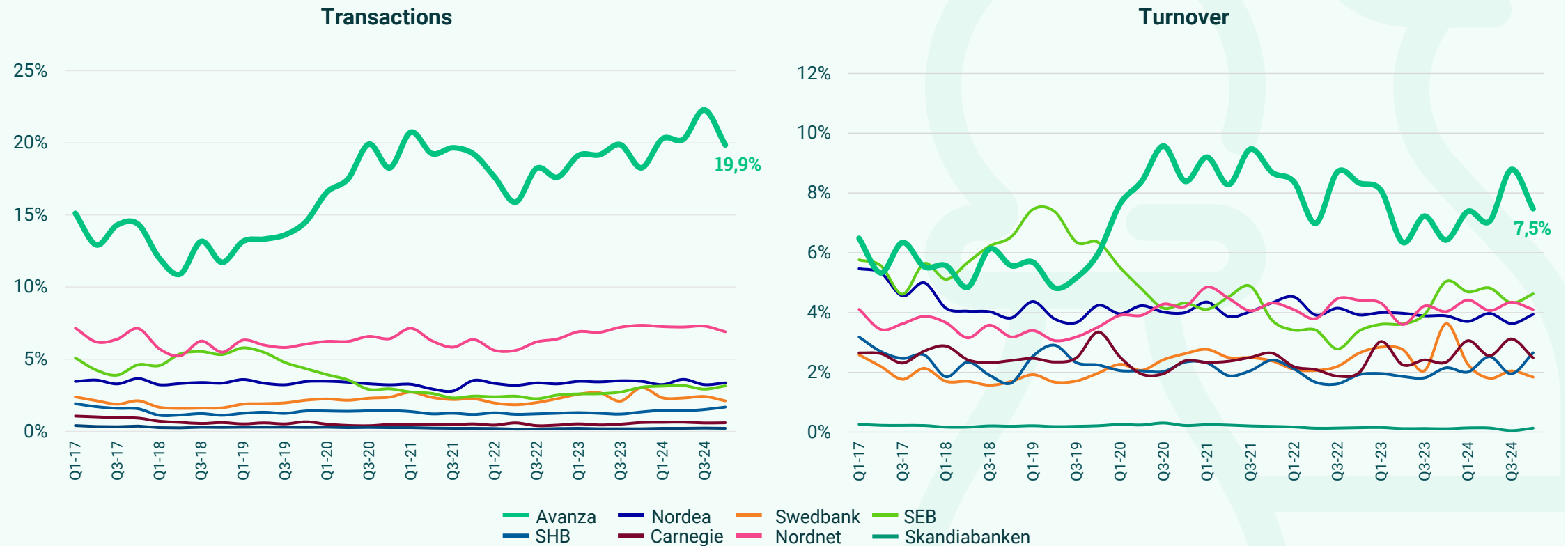
<sup>3)</sup> Fondbolagens förening, data as of 2022

<sup>4)</sup> Euroclear data as of 31 December 2024

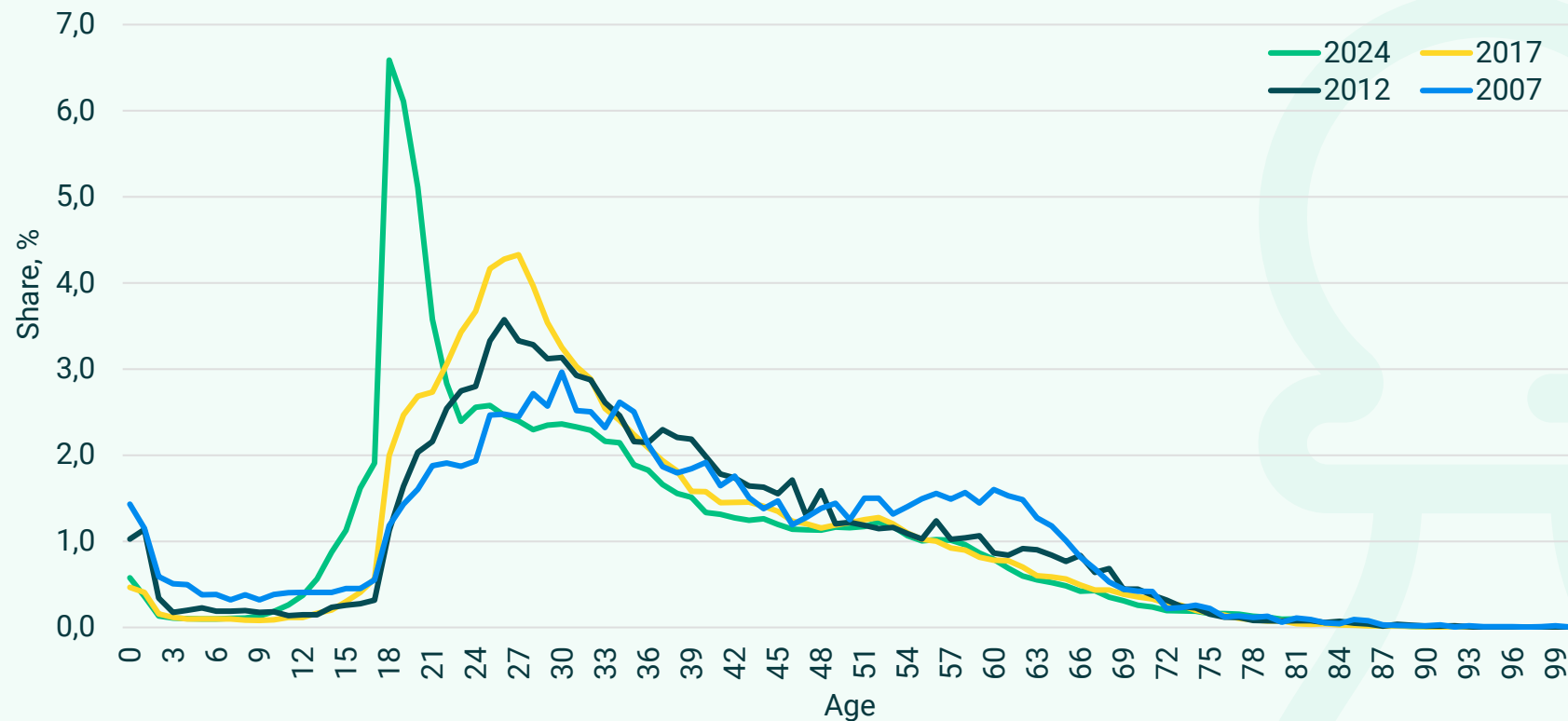
<sup>1)</sup> SCB has revised the statistics for the entire time series in Q3 2024, with additional adjustments in Q4 2024. As a result, historical figures have been updated.

# The largest Swedish participant in stock market transactions and turnover on Nasdaq OMX and First North

- Market share of 19.9% in terms of transactions and 7.5% of turnover in Q4 2024



# Age distribution among new customers



## Market penetration

**Total share of Swedish population:**  
18.9% as of 1 November 2024

- ages 20-29: 34.7%
- ages 30-39: 36.0%
- ages 40-49: 27.0%

**Highest penetration in urban areas.**  
**Stockholm region, snapshot**  
**(Women/Men) as of 1 November 2024:**

- ages 20-29: 33%/46%
- ages 30-39: 38%/48%
- ages 40-49: 28%/39%
- ages 50-59: 24%/31%
- ages 60-69: 19%/23%

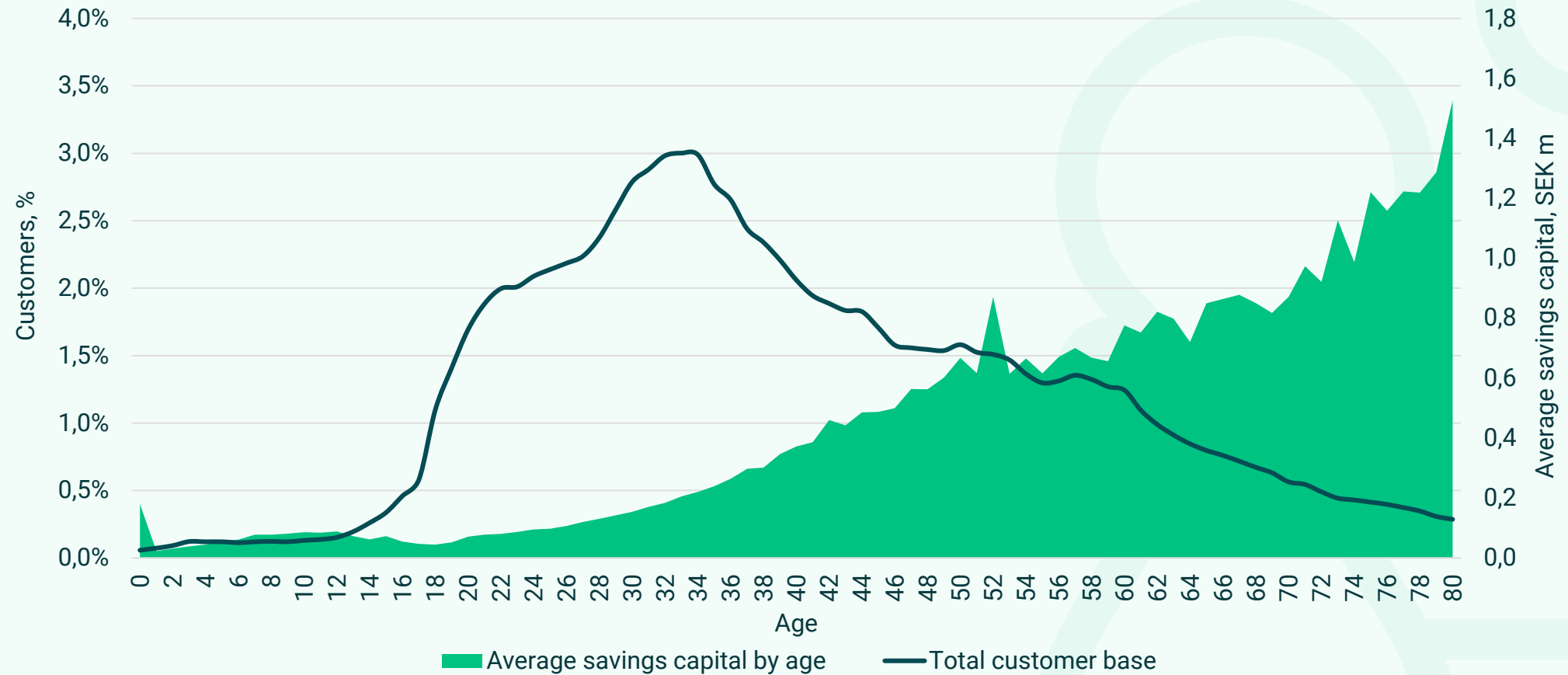
Source: SCB, November 2024

# Potential in both existing and new customers

- Increasing share of wallet in existing customer base
- Continue to attract young people and keep them happy as wealth grow by age
- The broad offering makes us relevant for larger groups of people
- Increased savings among women
- Regulation and digitalisation have decreased friction, created more awareness and simplified self-directed financial management
- More reasons for people to take responsibility for their own savings as public pension and welfare systems are covering fewer needs
- Facilitate and inspire sustainable savings to attract a broader audience

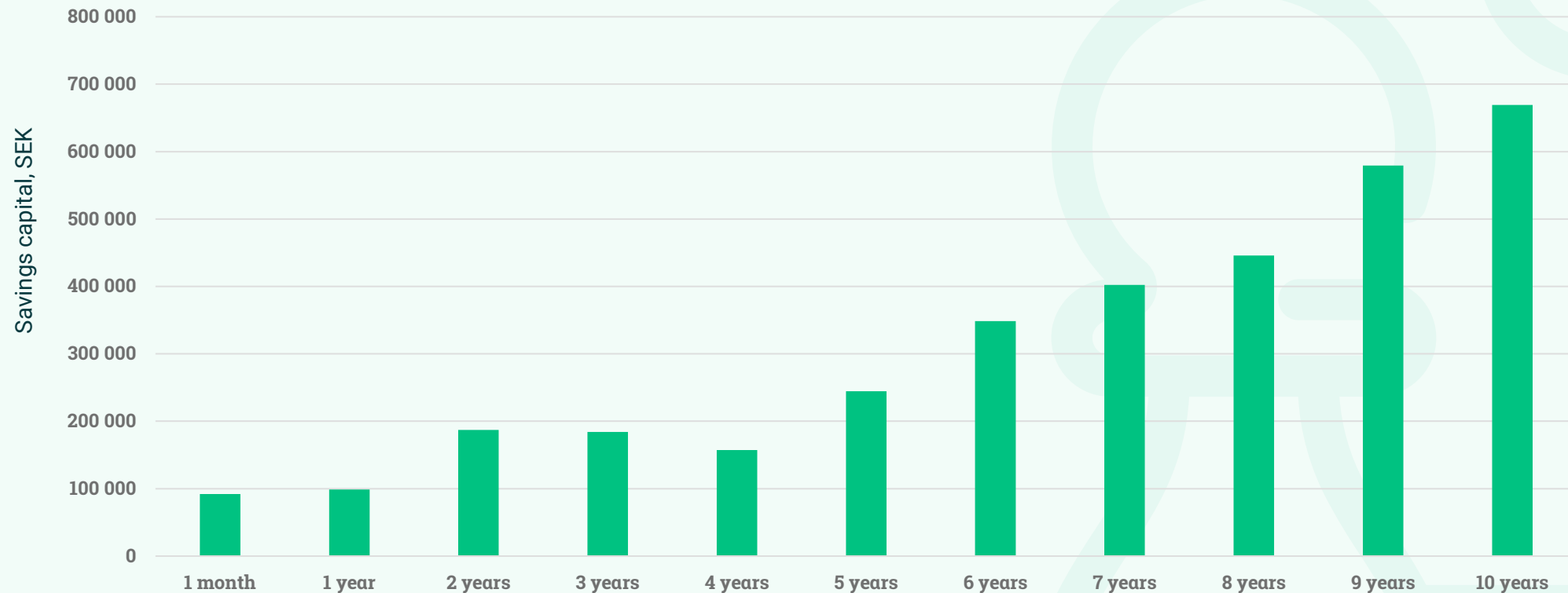
Growth potential

# Savings capital grow by age



31 December 2024

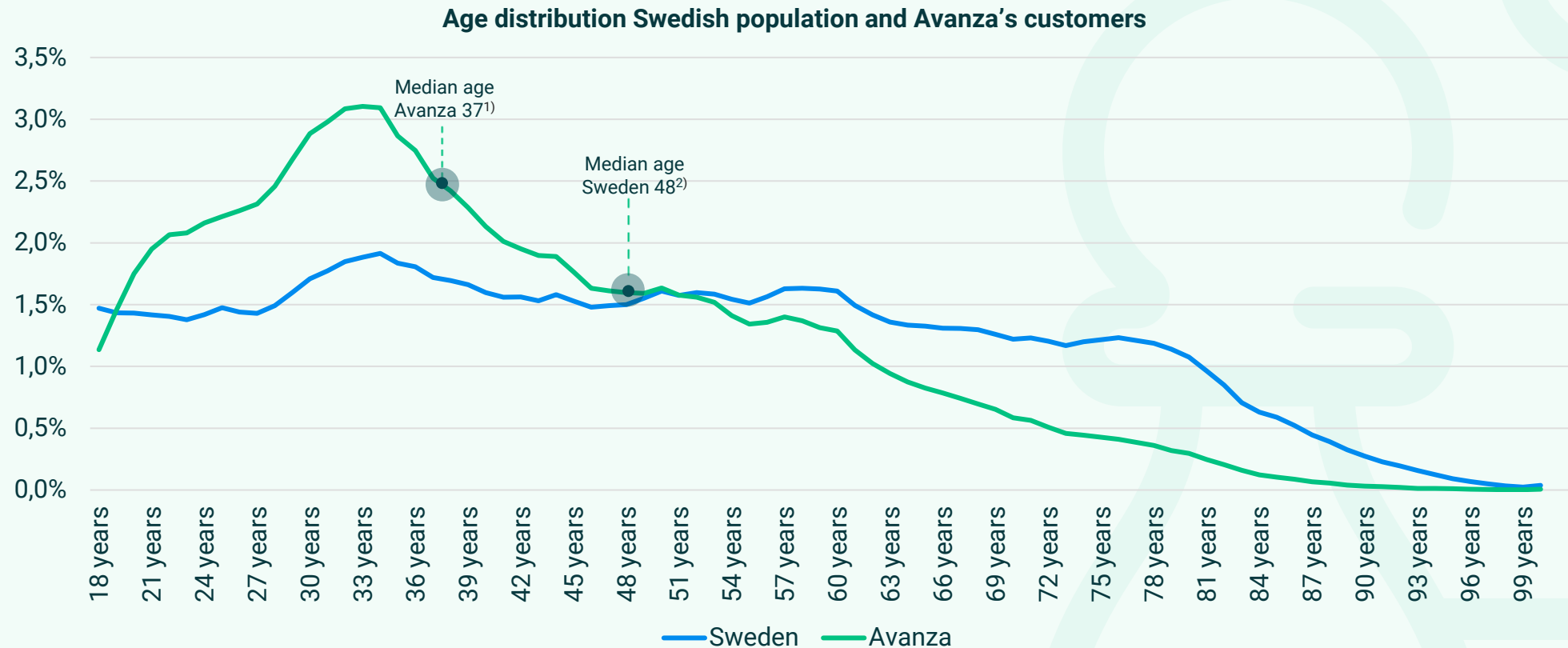
## Average savings capital grow by number of years as a customer at Avanza



31 December 2024



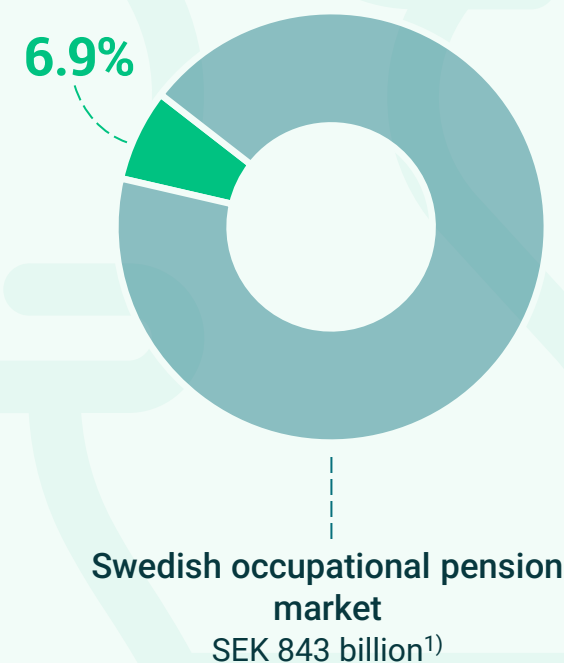
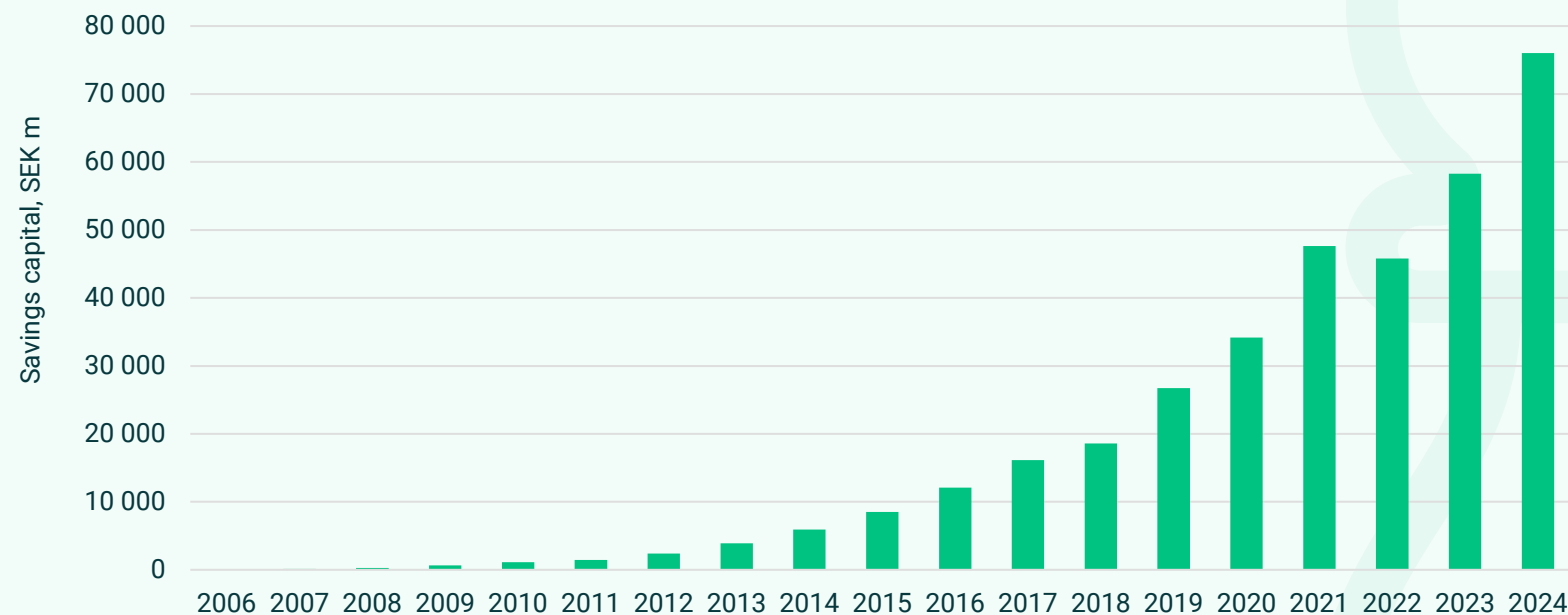
# Strong potential when wealth is transferred to the next generation



<sup>1)</sup> 31 December 2024  
<sup>2)</sup> SCB, November 2024

# One of the fastest growing pension companies in Sweden

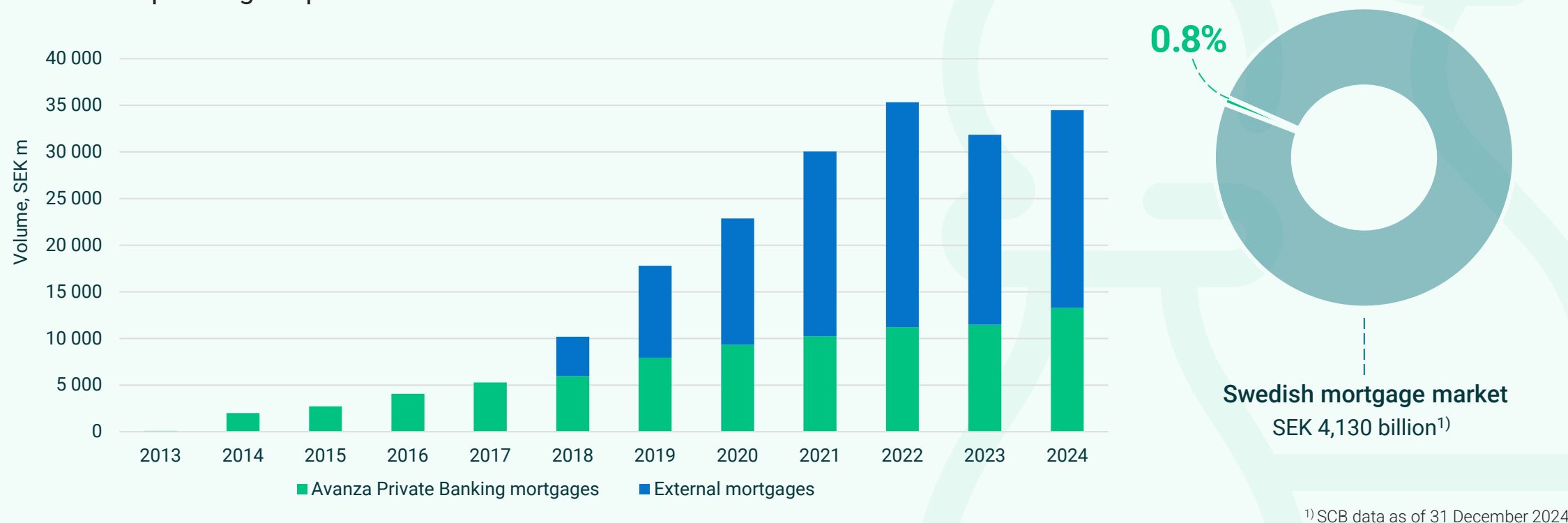
- Competitiveness with broad investment opportunities and no annual insurance fees
- The strong offer an advantage when the transfer right is improved to the benefit of the consumer



<sup>1)</sup> The occupational pension market can be divided into traditional life and unit-linked insurance. Traditional life stands for 60 per cent and unit-linked for around 40 per cent. Avanza is active within unit-linked insurance outside of collectively agreed occupational pensions, which at the end of 2023 was valued at SEK 843 billion. The figures are published with a lag.

# Enabling customers to apply for mortgages from various external lenders

- Important part of customers' personal finances
- Frees up savings capital with other banks



# Prepared to capture opportunities in a digitalised world...



Increasing digitalisation is leading to a more agile financial market.

openFinance

Data from different financial players can be easily shared with third parties by customer consent with the hope to make it easier for consumers to compare different products and switch to new providers.

SVERIGES  
RIKSDAG

A more mobile occupational pension market.



Increased transparency and consumer protection.

To summarise

# Customer satisfaction and employee engagement create shareholder value over time

## Long-term targets

- Customer satisfaction & Employee engagement
- Growth in customers and savings capital
- Profitability and effective management of the balance sheet

## Business model

- More stable revenues through funds and mortgages
- High scalability
- Cost control vital
- Top modern IT platform and continued strong innovation

## Customer proposition

- Cheaper, better and simpler offering
- High user experience
- Broad range of product
- Information, education and decision-making tools

## Growth potential

- Strong potential in existing customer base
- Young customers a potential when wealth is transferred
- Public pension and welfare systems are covering fewer needs

# Appendix

Operations	31
Financials	32-37
Balance sheet data	38-43
Contact details	44

# Our targets for a sustainable future

## Net zero emissions



Avanza's goal is to reduce scope 1, 2 and 3 emissions by 50 percent by 2030 and to achieve net zero emissions of greenhouse gases as soon as possible, by 2045 the latest. This includes emissions generated by the bank itself from energy consumption and business travels, as well as indirect emissions such as the investments made by our fund company.

## Strengthen the sustainability rating in our customers' investments

We are continuously improving our decision tools, making it easier for our customers to make sustainable investments. Our goal is lower sustainability risk in our customers portfolios.

## Increase gender equality in savings

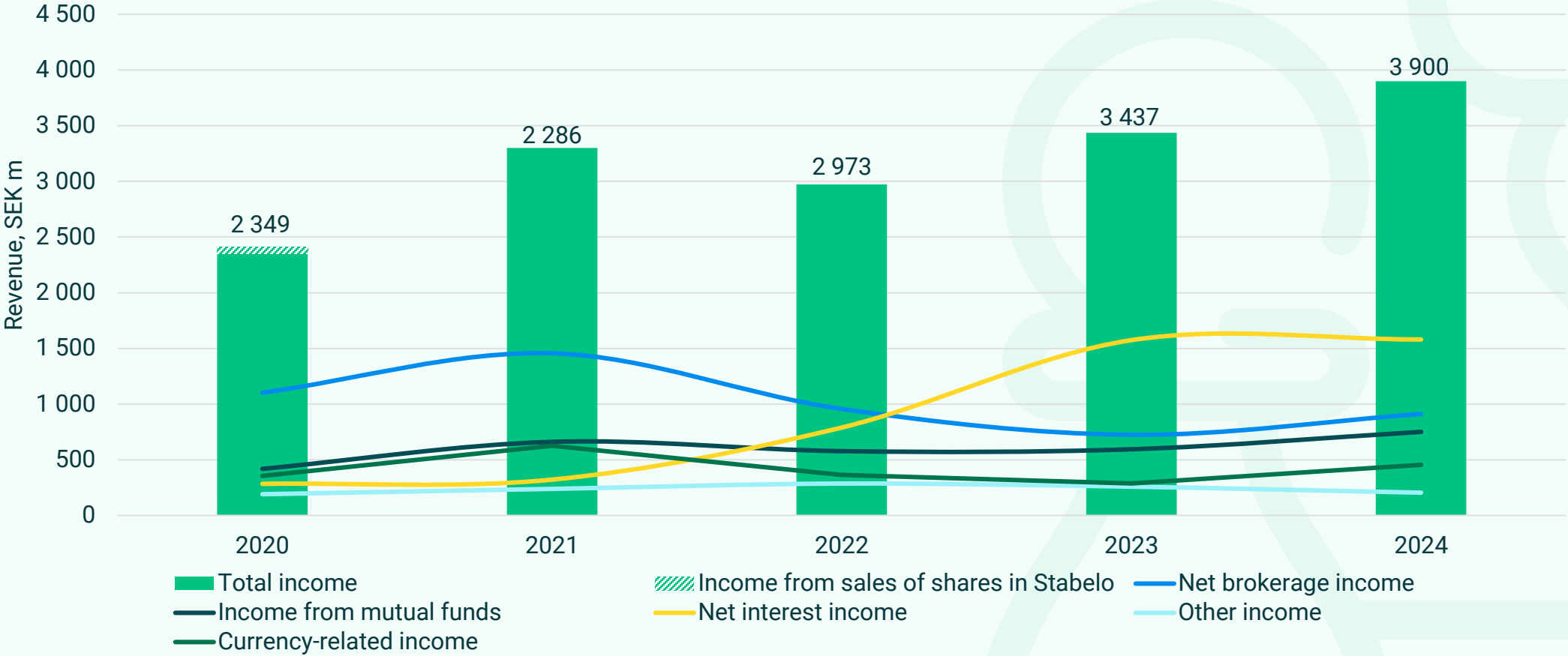
The share of women on Avanza's platform today is 39 per cent. The share of savings capital they hold is only 26 per cent.

# Financial overview

	Q4 24	Q3 24	Δ %	Q4 23	Δ %	2024	2023	Δ %
Operating income, SEK m	1,062	959	11	882	20	3,900	3,437	13
Operating expenses, SEK m	-335	-300	12	-306	10	-1,280	-1,148	11
<b>Operating profit, SEK m</b>	<b>728</b>	<b>658</b>	<b>11</b>	<b>580</b>	<b>26</b>	<b>2,621</b>	<b>2,292</b>	<b>14</b>
Operating margin, %	69	69	0	66	3	67	67	1
Income to savings capital ratio, %	0.45	0.42	0.03	0.47	-0.02	0.44	0.48	-0.03
Costs to savings capital ratio, %	0.14	0.13	0.01	0.16	-0.02	0.14	0.16	-0.01
ROE, %	42	42	0	36	6	38	38	1
EPS, SEK	3.98	3.61	10	3.18	25	14.33	12.64	13



# Long-term revenue development

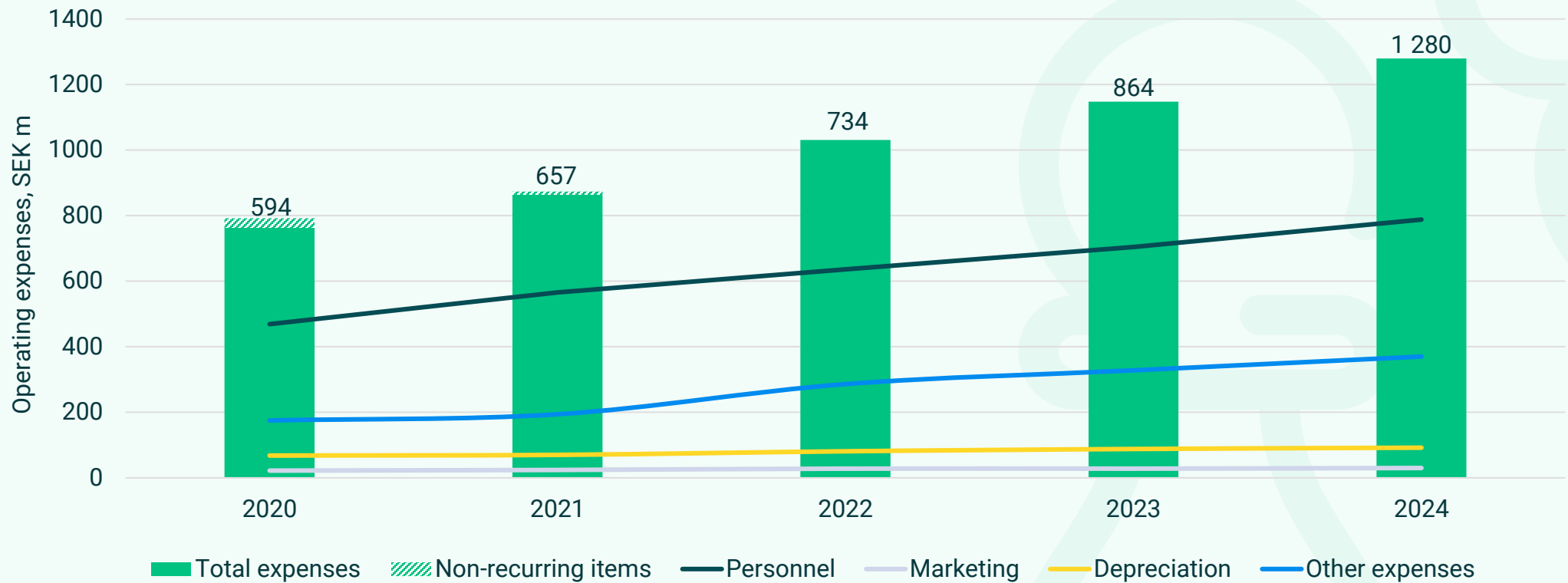


# Income split 2024

	SEK m	% of income
Net brokerage income	911	23
Fund commissions, net	750	19
Currency-related income, net	454	12
Net interest income	1,580	41
Other income, net <sup>1)</sup>	204	5
<b>Total</b>	<b>3,900</b>	<b>100</b>

1) Mainly income from Avanza Markets, compensation for distribution and stock lending, but also advertising sales, subscriptions and customer's add-on services.

# Annual cost development



# Costs 2024

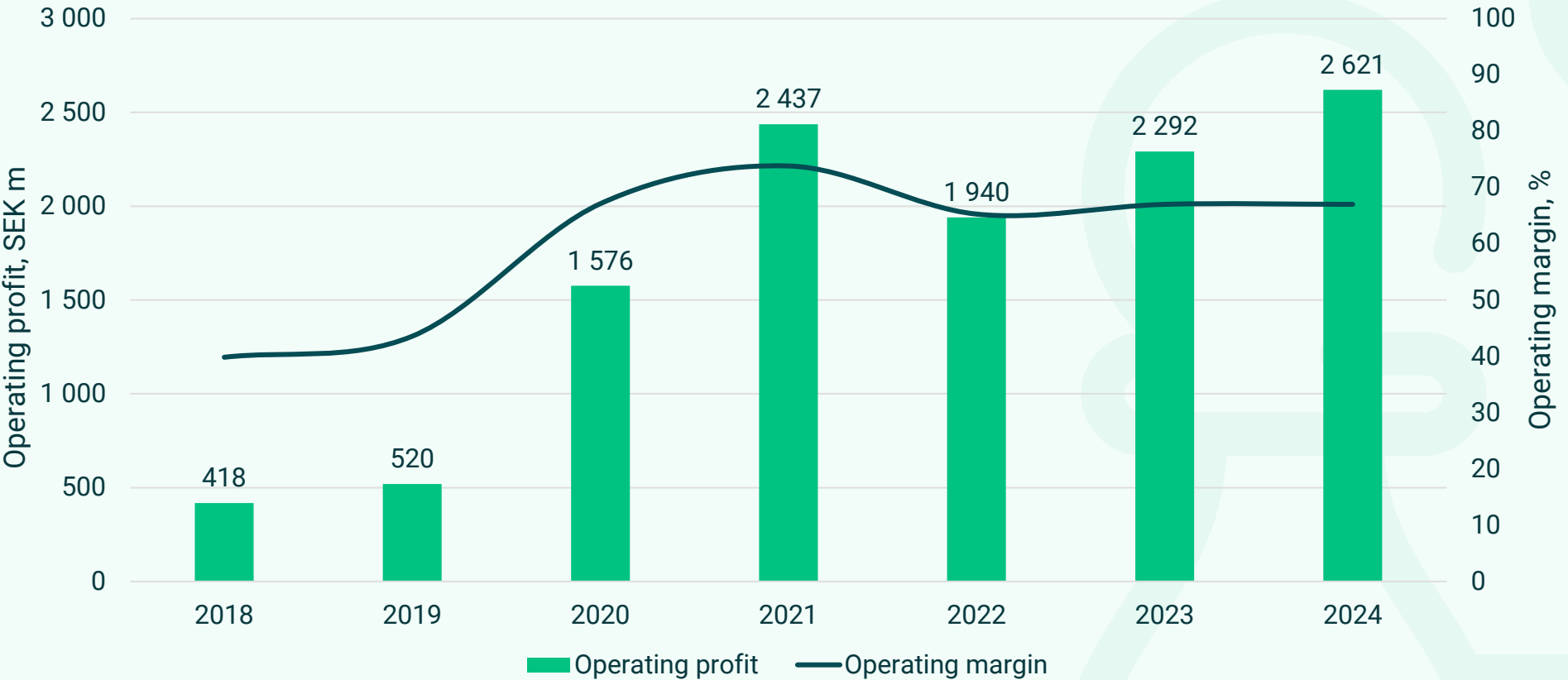
	SEK m	% of total costs
Personnel	-788	62
IT systems and licenses	-156	12
External services	-94	7
Marketing	-30	2
Depreciation, amortisation and impairment	-92	7
Other	-120	9
<b>Total costs before credit losses</b>	<b>-1,280</b>	<b>100</b>
Credit losses, net <sup>1)</sup>	0	-

## Comments

Regarding technology investments, our philosophy is to expense as much as possible through the income statement. Our aim is to maintain the balance sheet as clean and simple as possible, and we do not want to postpone costs.

<sup>1)</sup> Reported credit losses are attributable to calculations of expected credit losses according to IFRS9.

# Operating margin at high levels



# Balance sheet, 31 December 2024

Assets	SEK m	Liabilities & equity	SEK m
Lending to credit institutions <sup>1)</sup>	4,007	Deposits	66,862
Loans to the public	23,924	Liabilities in insurance operations	266,493
Bonds	35,192	Other liabilities	3,939
Assets in insurance operations	266,491	Shareholders' equity	6,320
Other assets	14,000		
<b>Total assets</b>	<b>343,614</b>	<b>Total liabilities and shareholders' equity</b>	<b>343,614</b>

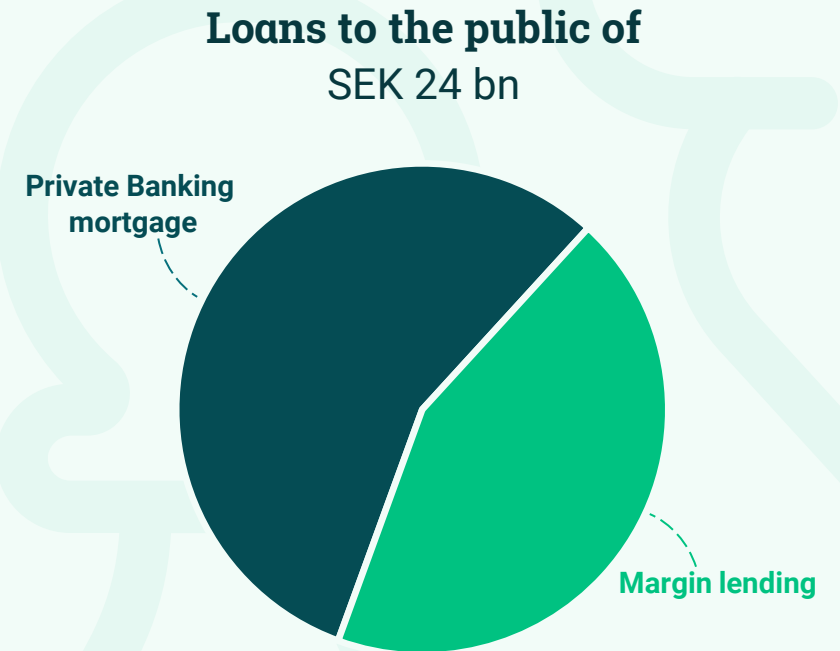
## Comments

- Mainly self-financed through shareholders' equity and customer deposits
- Surplus-liquidity of SEK 49,292m invested in covered bonds, at the Riksbank and O/N
- The value of the insurance liabilities tracks the value of the insurance assets since the policyholders bear the direct investment risk. No products with guaranteed return is offered

1) Including balances at central banks and treasury bills eligible for refinancing.

# Low-risk loan book

- Funded through customer deposits spread across a very large number of households
- All lending is secured
- Mortgage lending limited to 25 per cent of liquidity
- Private Banking mortgage requires SEK 3 million of savings capital. Average loan-to-value of 40 per cent
- Margin lending with collateral in securities. No significant concentration of pledged securities. Average loan-to-value of 25 per cent
- No realised credit losses attributable to events after 2011



# Low cost of risk with marginal credit losses, SEK m

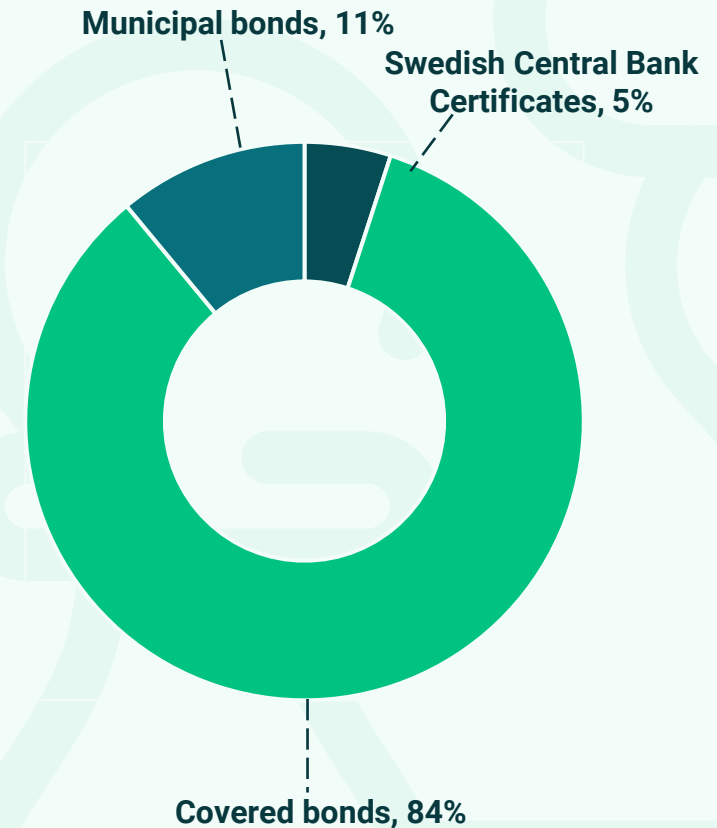
- credit losses of 0.02% annually 2001 to 2024





# Treasury portfolio composition

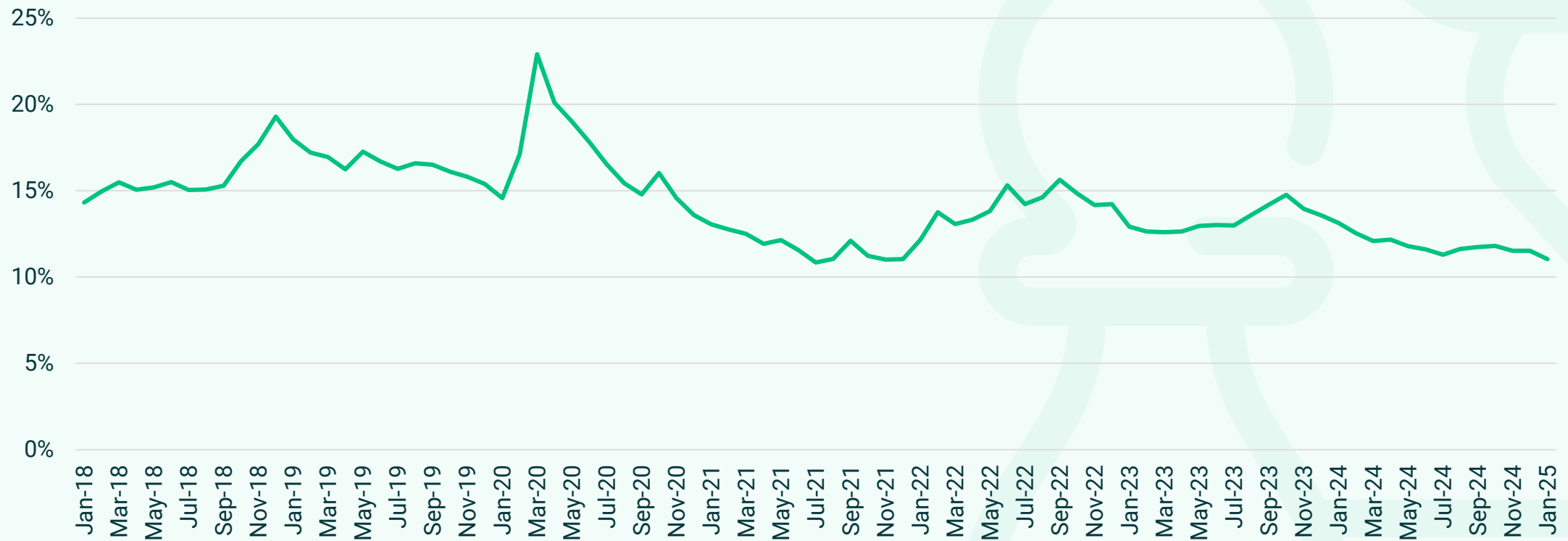
- Conservative credit profile
- All interest-bearing securities have the highest bond rating
- Balanced maturity structure
- Exposure in SEK
- All securities can be pledged to the Swedish Central Bank



31 December 2024

# Stable share of liquidity of total savings capital

- Deposits from the public are considered one of the most secure sources of financing
- Liquidity risk is reduced as deposits are spread across a very large number of households



# Strong capital position

	31 December 2024	31 December 2023
Total capital requirement, % <sup>1)</sup>	18.2	18.2
Capital surplus, %	4.8	6.5
Total capital ratio, %	23.0	24.7
Leverage ratio,% <sup>2)</sup>	5.0	5.0
Capital surplus after LR-requirement and P2-guidance	1.5	1.5

1) Including external buffers and Pillar 2 requirements.

2) Requirement of 3%.

**Historical financial key data 2001–2024  
is available in Excel at: [avanza.se/keydata](https://avanza.se/keydata)**

[ir@avanza.se](mailto:ir@avanza.se)  
[More contact details](#)

